

Case Study: Coronation Pier Direct Mail

● Used a question and personalisation to draw them in

● Address area to fit window envelopes (so we didn't need to use tacky looking self adhesive labels)

Imagine the cash register
Ka-chinging at your new
Bar | Restaurant | Café at
Coronation Pier

The Manager
Hot Rock Cafe
123 The Strand
Tauranga 4321

The New Location of the
Hot Rock Cafe?



3D Artists Impression of the

Imagine the cash register ringing at your new
Bar | Restaurant | Café at Coronation Pier

Do ANY of the following apply to you?

- ✓ You are considering alternative locations for your business
- ✓ You've outgrown your current location
- ✓ You are successful in your current business and would like to launch a second business (under the same name or a new brand)
- ✓ You know of someone (friend/associate or employee) who would like to start their own venture

If you said YES to any of these, consider the redevelopment of Coronation Pier. The Coronation Pier, The Strand, Tauranga Central is being completely rebuilt mid-2007. If you choose to become a tenant, be ready to move in at the end of November 2007.

The Coronation Pier offers:

- Stunning harbour views
- High profile redevelopment
- High visibility area
- Several large volume tourist operators to provide a steady stream of foot traffic
- Parking



3 Spaces Available
for Lease Now!

Visit www.CoronationPier.co.nz
for space dimensions, costs, photos and more
or Phone 07 571 4350 (ask for Mark Scapens)

● Printed Mono on coloured paper (cost saver)

● DLE Sized to fit 3 per A4 page and to enable in-house printing (cost saver)

